

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

# RAMPAGE WORLD TOUR

Experience Monstrous Mega Food

Co-Starring:



LIZZY GEORGE RALPH

Three mild-mannered technicians from ScumLabs International, the world's foremost toxic waste recycler, are accidentally exposed to volatile toxins. Mysteriously, they are transformed into rampaging dimwitted behemoths. Together they terrorize the world.

G RATED

"It's a Romp'n, Stomp'n, Chomp'n Good Time. I wish I were there." — King Kong

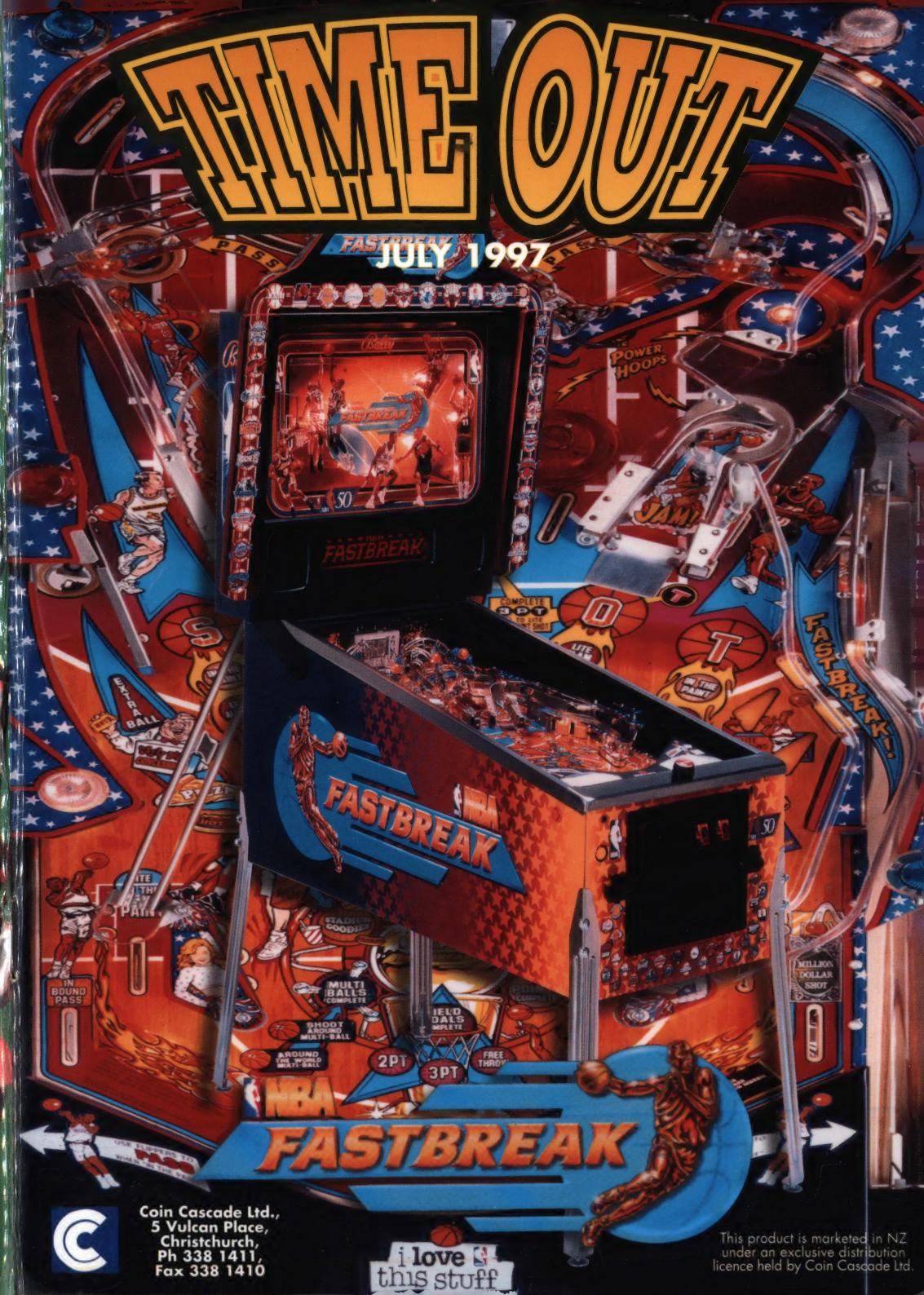
"Two Very Enthusiastic Paws Up." — Spitskel and Eburp

"I laughed, I cried. I ate it up." — T-Rex Reed

MIDWAY

# TIME OUT

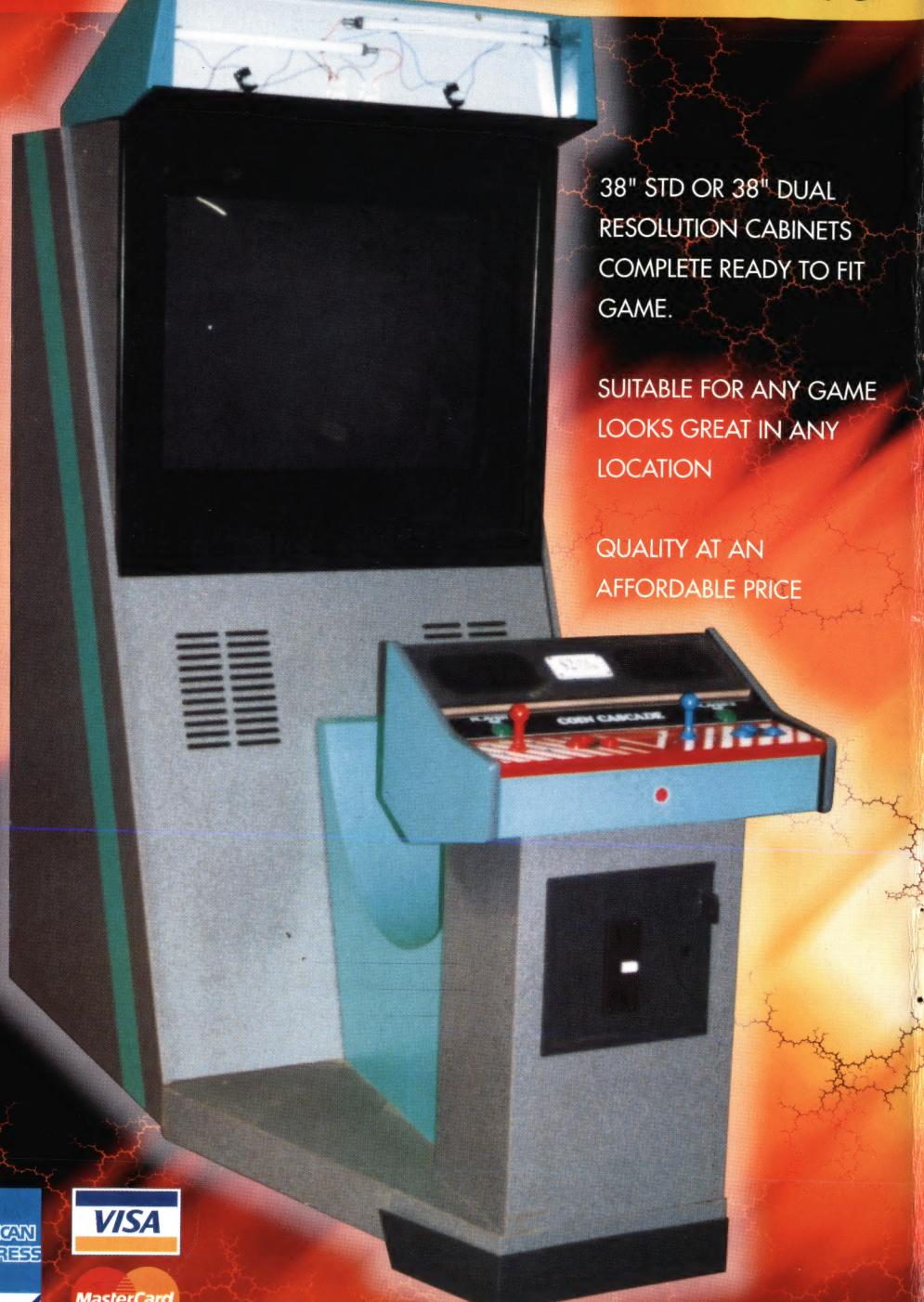
JULY 1997



Coin Cascade Ltd., 5 Vulcan Place, Christchurch, Ph 338 1411, Fax 338 1410

i love this stuff

# COIN CASCADE CABINETS



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Cards Welcome



# ATARI GAMES

# SAN FRANCISCO RUSH

## EXTREME RACING

### Get Your FIX!!

...with San Francisco RUSH  
The most realistic racing game ever!

Choose from up to eight exciting cars to race up and down and all around the world famous sights and sounds of San Francisco. Each of the cars offer different levels of realism and the outrageous jumps, crashes, and multitude of short cuts will have your customers playing again and again...

Linkable for up to 8-players, San Francisco RUSH is an ideal attraction for any location. Crafted to earn for years to come, it will be one of the best investments you will ever make.

*Take a ride, Get a RUSH!!*  
*San Francisco RUSH.*

Twin Sit-down with banner  
Height: 88.5 in. (225 cm)  
Width: 64.5 in. (164 cm)  
Depth: 65 in. (165.5 cm)  
Weight: 1232 lbs (560 kg)



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# WORLD JOURNEY

JUNE 24-26

TILE '97

Palais des Congress,  
Strasbourg, France  
Contact: Lark Harrison  
Tel: +44-1985 846181  
Fax: +44-1985 846163

AUGUST 24-26

Australian Gaming Expo '97

Convention & Exhibition Centre,  
Darling Harbour, Australia  
Contact: Exhibition Manager  
Tel: +61-3 9646 4044  
Fax: +61-1 9646 1828

AUGUST 27-29

Asian Amusement & International  
Theme Parks Expo '97

World Trade Centre, Singapore  
Contact: AIC Exhibitions  
Tel: +65-222 8550  
Fax: +65-224 6328

September 18-21

JAMMA

International Exhibition Centre,  
Tokyo, Japan  
Contact: JAMMA  
Tel: +81-3 3438 2363  
Fax: +81-3 5472 7115

SEPTEMBER 23-26

Fun Expo

Sands Expo Centre, Las Vegas,  
Contact: Bailey Beeken  
Tel: +1-914 993 9200  
Fax: +1-914 993 9210

SEPTEMBER 25-29

China Amusement Expo

Beijing Exhibition Centre,  
Contact: Business & Ind'l Fairs  
Tel: +852-2865 2633  
Fax: +852-2866 1770/2076

ILW

NEC, Birmingham, UK  
Contact: Ind'l Exhibitions  
Tel: +44- 1932 564455  
Fax: +44-1932 560009

OCTOBER 1-3

FER-Interazar

Parque Ferial Juan Carlos 1,  
Madrid, Spain  
Contact: Interalia SA  
Tel: +34-3416 1466  
Fax: +34-3415 0095

OCTOBER 14-16

1997 World Gaming Congress

Vegas Convention Centre,  
Las Vegas, USA  
Contact: Gaming & Wagering  
Business  
Tel: +1-212 594 4120  
Fax: +1-212 714 0514

OCTOBER 16-19

Enada 1997

Rome Fair, 7 Georgofili Street,  
Contact: SAPAR  
Tel: +39-6 88 473217  
Fax: +39-6 440 2718

OCTOBER 23-25

Amusement Park China '97

China World Trade Centre  
Beijing, China  
Contact: Reed Exhibition  
Companies  
Tel/Fax: +86-10 6501 4589

OCTOBER 23-25

AMOA Expo 97

Georgia World Congress  
Centre, Atlanta, USA  
Contact: Fred Newton, AMOA  
Tel: +1-312 245 1021  
Fax: +1-312 321 6869

## NBA FASTBREAK

IN recent years we have seen a decline in the popularity of pinball. Throughout this time the focus for an arcade has been on dedicated games offering player-vs-player(s) competition. Pinball was declining in the stakes.

So the question was, "how do we reverse the current trends of pinball?" The answer was simple, "bring the excitement level back up. But how?"

Williams answer to this problem is simple, have player-vs-player competition. Linked pinball where 2 players can play head-to-head. What better game to bring this to introduce this great feature than the worlds first NBA licensed pinball NBA FASTBREAK.

Overseas results have shown that this pinball stand alone or linked is very popular attracting some of the stray dollars back to pinball.

NBA FASTBREAK is an exciting game featuring sounds, actions, and even shooting. Players are able to play basketball trying to defend, trying to out score the players that they are up against. Exciting one player play, or linked play, NBA FASTBREAK is a great pinball.

Some of the linked game play features include:

- Features built in where players can affect each other's games
  - stealing multi-ball for example.
- An announcer contributes to

the competition by including commentary appropriate to the situation.

- When there is a tied game there is a special sudden death period to decide a winner.
- 4 Basketball quarters will be tracked to enhance game intensity and tension. Halftime will include a special "POWER POINTS MARATHON" using the backbox.
- The start game works similar to multiplayer game starts on a standard video game.

For more details on this exciting pinball contact your local area agents.

## CUSTOMER SERVICE NOTIFICATION FROM JULY 1ST, TAKE ADVANTAGE OF OUR **NEW** SERVICE



WITH ALL PURCHASES CHARGE TO YOUR  
VISA, MASTERCARD OR AMERICAN EXPRESS  
CARD, AND COLLECT YOUR FLY BY POINTS.



**TOKYO WARS** TM

199X THE TOKYO WAR BREAKS OUT...  
...ARE YOU PREPARED?

**LIMITED NUMBERS IN STOCK NOW!**

**NAMCO**

**• FULL COCKPIT REACTION ON GUN RECOIL**  
**• LINKABLE FOR 4 PLAYER COMBAT**  
**• SUB BASS SOUND BOOST**

**SPECIFICATIONS DX**

<b>PCB:</b>	System Super 22 x 2 SET
<b>MONITOR:</b>	52 inch projector x 2
<b>DIMENSIONS:</b>	W 2,305 x D 2,500 x H 2,250 (mm)
<b>WEIGHT:</b>	706 kg

THE ABOVE SPECIFICATIONS MAY BE SUBJECT TO CHANGE

**NAMCO**

**SPECIALS**

**G-LOC DX**

**TITLE FIGHT**

**CYBERSLED**

**OUTRUNNERS TWIN**

**VICTORY LAP - ACE DRIVER**

**VIRTUAL ON**

**TIME OUT**

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# HOT'S

## AIR COMBAT 22 DX



IMPORT

\$15,000

## TOKYO WARS TWIN SD



NEW

\$34,200

## SUZUKA 8 HOURS



\$7,500

## STRIKE FIGHTERS



\$5,000

TIME OUT

GET ON THE CUTTING EDGE WITH...

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

# MACE

## The Dark Edge

Presenting the wildest 3D fighting game ever! Each bad-ass character is fully equipped with a cool weapon, a unique style, and a desire to inflict serious pain.



- ◆ Astonishing 3D graphics with a deep, dark edge
- ◆ Ten player-selectable characters, two amazing bosses, and five hidden characters
- ◆ Tons of tasty combos and reversals with basic three-button controls
- ◆ Complete 3D character movement
- ◆ Interactive multi-level arenas with deadly boundaries



### Dimensions

Height: 80" (203 cm)

Width: 28" (71 cm)

Depth: 40" (102 cm)

Weight: 500 pounds (225 kg)

Atari Games Corp.

675 Sycamore Drive

Milpitas, CA 95035

Tel: 408/434-3700

Fax: 408/434-3776

WIELD THE  
POWER OF MACE!



## AUCKLAND NEWS



**TIMEOUT** Leisure warmly welcomes two new faces who have recently joined the Team ...

Katrina Gander is from Papakura in Auckland, but originally hails, together with husband Wayne, from Blenheim. Recently married, Katrina and Wayne moved to Auckland where Wayne works at Telecom as a Technician. Katrina replaces Jen in the role as Junior Officer Manager and will more often than not be the friendly voice at the end of the telephone line.

Nicola Ireland is from Te Atatu South in Auckland where Nicola and her partner Dave live with son Samuel who is two years old this month. Nicola, Dave and Samuel live with a cat named Puss and a dog named Sam. Anyone with birthday presents for Samuel can leave them at TimeOut Leisure ...

The next time that you speak with either of the new girls, please introduce yourself and make them welcome.

**GAME** World in Manurewa has relocated to Glen Innes and now occupies the Mayfair Place site previously held by Mr Abraham Baek of StarWorld. Mr Peter Choi of Game World believes the move was necessary given the level of competition in Manurewa and looks forward to better trading in Glen Innes with less competition. Coin Cascade wish Abraham Baek and Peter Choi all the best in their respective new ventures.

**PLANET** Cue in Manurewa which was initially set up by Percy Andrews has recently changed hands. The new owner Mr Jeremy Sue currently operates in Pukehōe south of

Auckland. Coin Cascade wish both Percy and Jeremy all the best in their respective new ventures.

**THE** annual Agricultural Fieldays at Mystery Creek in Hamilton have just concluded for another year. This internationally recognised event catered to all tastes with exhibitors offering traditional agricultural machinery, forestry, venison and ostrich investment opportunities, and even worm farming - not to mention all the free tastings. The event staged over 4 days drew a staggering 134,342 visitors this year - the third largest turnout ever. The record was in 1993 when some 139,506 visitors attended. The Fieldays Manager, Jill Prew, said exhibitors had had enthusiastic sales during the 4 day event, with an estimated \$100 m spent. This was despite a lot of talk of a sluggish rural economy.

**RECENTLY** spotted at the Stihl display at the Fieldays in Mystery Creek was Kevin Grundy of Stages Entertainment Centre. Stihl NZ Ltd has sponsored a "chainsaw carving" event where rural artists carved a variety of shapes from solid rounds with their trusty Stihl chainsaws. The works which included a Harley Davidson motorcycle, rocking horse, bear, kea and tuatara, dolphin and woman, alligator with a fish in its mouth and sleeping mexican with sombrero, took the participants both days to create and were truly works of art. Kevin was observed on Friday afternoon bidding frantically for the wooden rocking horse which was one of the more imposing pieces, creating a lot of interest in the assembled crowd. The returns from all pieces auctioned, were then given by Stihl NZ as donations to the St Johns Ambulance Service.

## FOR SALE

Cruis'n USA twin 29" \$14,000  
PH HELEN 025 511 507 OR  
PETER 04 299 3235

## NEO GEO FOR SALE

3 Count Bout	\$80
Aggressors of Dark Kombat	\$200
Andros Dunos	\$100
Art of Fighting 2	\$100
Cybalip	\$80
Double Dragon	\$250
Fatal Fury 2 Special	\$200
Football Frenzy	\$100
Kabuki Klash	\$300
Karnovs Revenge	\$150
King of Fighters '94	\$300
Panic Bomber	\$100
Professional Baseball Stars	\$100
Pulstar	\$300
Puzzle De Pon	\$300
Ragnagard	\$300
Samurai Shodown 2	\$200
Spin Master	\$100
Super Sidekicks	\$100
Super Sidekicks 2	\$200
Thrash Rally	\$80
View Point	\$80
World Heroes 2	\$100
World Heroes Jet	\$250
Zed Blade	\$250
Neo Geo 4 slots with 2 games free	\$990

## FOR SALE

Table Soccer \$1,500  
100CD Rockola Juke Boxes x2 \$4250  
PH CRAIG 025 440 680

## NEO GEO CARTRIDGES FOR SALE

2x 3 Count Bout	\$150
1x Aggressors of Dark Combat	\$200
10x Art of Fighting 1	\$150
1x Baseball Stars	\$200
4x Burning Fight	\$100
1x Cyber Lip	\$100
8x Fatal Fury 1	\$100
4x Fatal Fury 2	\$250
1x Karnovs Revenge	\$400
1x King of Fighters '94	\$200
1x King of Monsters	\$200
1x Magical Drop	\$300
2x Mutation Nation	\$150
2x Ninja Combat	\$150
3x Ninja Commando	\$200

## DEDICATED FOR SALE

After Burner 2 upright	\$1,200
Coco the Clown	\$4,000
Hit the Ice 4p	\$800
Lethal Enforcer PCB	\$600
Line of Fire	\$1,900
Lord of Gun kit	\$500
Mobil Gundam Gun kit	\$600
Operation Thunderbolt	\$800
Rad Rally twin	\$7,000
SCI Dedicated Upright	\$1,300
SST Air Hockeys	\$2,300
Space Gun	\$2,000
T2 Gun	\$2,100
Virtua Fighter 2	\$6,800
PH KEN OR MIKE 04 389 3919	

## CABINETS FOR SALE

Red Uprights 26" electronic mechs	\$2,000
Red Lowboys 26" NRI coin mechs	\$1,800
PH MAARTEN OR ALEX 09 524 5773	

# CLASSIFIEDS

## WANTED TO BUY

Williams Defender & Stargate, cabinets &/ or logic boards  
PH 04 389 2040

## FOR SALE

Badlands 26"	\$2,500
Cruis'n USA 26" upright - offers or trade	
Lethal Enforcers 26" dedicated	\$3,000
Operation Wolf dedicated	\$900
Star Rider - Motor Bike	\$600
Table Golf (English)	\$600
Table Soccer	
Dr Who	\$2,000
Twilight Zone	\$2,500
White Water	\$2,000
Pool table 3/4 slate with blue cloth - as new	
PH JOHN FRIIS 07 575 9105	\$3000

## PCB FOR SALE

19XX (B)	\$500
Armoured Warriors (B)	\$250
Dark Stalkers (B)	\$150
Gunbird	\$400
Jackie Chan	\$450
Karate Tournament	\$250
Lethal Enforcer Kit	
Lord of the Gun	\$1,000
Major Title	\$500
Mortal Kombat	\$600
Mortal Kombat 2	\$900
Ultimate Mortal Kombat 3	\$1,650
NBA Jam TE	\$1,000
Street Fighter 2 - CE	\$250
Street Fighter 2 - Hyper Fight	\$250
Street Fighter 2 - Turbo (B)	\$300
Street Fighter Alpha (B)	\$700
Street Fighter Alpha 2 (B)	\$1,250
Tekken	\$1,250
Tekken 2	\$1,750
Toshinden 2	\$750
Virtua Fighter 2 26"	\$8,000
X-Men (B)	\$850
X-Men vs SF (B)	\$1,695

## CABINETS FOR SALE

26" Lowboy c/w NRI coin acceptor	\$1,650
26" Upright c/w NRI coin acceptor	\$1,750
Red 26" gun cab c/w S6 coin acc.	\$2,750

## DEDICATED FOR SALE

Air Hockey DX table formica topped	\$4,750
Cruis'n USA 26" twin sit down	\$16,500
Cyber Sled 26" twin sit down	\$6,000
Exhaust Note 26" twin sit down	\$6,000
Grand Prix Star 26" twin sit down	\$6,000
Lethal Enforcer 25" Cabinet	\$3,750
Rave Racer - Ridge Racer 3 33"	\$22,500
Revolution X 25" Cabinet	\$5,990
Sega Rally 26" & 29" twins	\$32,500
Stadium Cross 26" twin	\$8,500
Virtua Racer 26" twin sit down	\$9,000
Winning Run DX Mover	\$4,000

## NEO GEO FOR SALE

3 Count Bout	\$50
8 Man	\$50
Art of Fighting 2	\$100
Double Dragon	\$350
Fatal Fury	\$100
Goal Goal Goal	\$250
King of Fighters '94	\$150
King of Fighters '95	\$350
King of the Monsters 2	\$150
Mutation Nation	\$50
Ninja Commando	\$50
Robo Army	\$50
Samurai Shodown	\$100
Samurai Shodown 2	\$150
Soccer Brawl	\$100
Thrash Rally	\$100
Top Hunter	\$50
World Heroes	\$75
World Heroes 2	\$75
World Heroes Perfect	\$200
Zed Blade	\$75

## FOR SALE

Cruis'n USA twin 29"	\$14,000
PH CRAIG 04 576 0193	

TIME OUT



## HAMILTON NEWS



WHILE some directors are working hard within The Pinball Co - John Wheaton has been overseas in Hawaii. Mike Green has also been on holiday to Sydney for six days inspecting the local arcades and

visiting Sega World Darling Harbour. **CONGRATULATIONS** to Saiyad and Forzana Pasha on the completion of their new house, although new machine purchases should take priority over a new house, not that Forzana would agree.

## TAURANGA NEWS



EVER wondered what to do when the location has closed, your machines are inside and nobody wants to know you. This is what happened to Mike Green, he rang everybody in an attempt to get into the premises, even the landlord. In frustration he rang the local real estate agent and asked to

inspect the business as he was interested in purchasing it.

When the agent turned up, Mike confessed to getting him their under false pretenses and removed the machines. Mike even asked the agent to give him a hand, which he did.

## ROTORUA NEWS



AN unfortunate accident has seen the local agents car destroyed by his son. It would appear that Jeremy did not notice until too late a van with trailer pull out in front of him. He is sure there

are plenty of other parents who have been in the same situation - "the joys of being a parent" (the important thing being no one was hurt - mother).

## WELLINGTON NEWS



COMPETITION TO SUPERPOOL WORD has it in Wellington, that some superpool type tables have landed on our shores. From what we know these tables have been used to replace old superpool tables around some of the Capitals well known bars. They came from an Australian distributor and are sold through Quantum Leisure in Hamilton. They look and play similar to superpool with big pockets and big balls, thus proving to be a quick game and fast return for the operator and keeping the site happy, but not the player who would rather play on a table with smaller pockets and balls, for a much longer and enjoyable

game. Good luck to the operator who has taken this venture on.

**WELCOME** back to John and Christine Bain of Taketime Arcade in Gisborne, who recently took a long holiday in Vietnam with stop over in Bangkok and a three day break in Sydney. They should be well rested and ready to cope with the busy months ahead. While they were gone they left their business in the trusty hands of their manager Alfred who has been running their arcade for quite a while and knows this business and has gained a lot of knowledge and experience in the short time he has been in the industry.

TIME OUT

# NEW ZEALAND

N • E • W • Z

## WELLINGTON NEWS CONT ...



**SUBWAY COMES TO CALTEX**  
JEFF Tan, Caltex QSR Manager, talks about the introduction of Subway to Caltex outlets.

"We have seen the growth of the 'in-fill' industry, where we put major fast food outlets with service stations, even in convenience stores and supermarkets."

"Subway has proven to be the most successful 'in-fill' because of its requirement for a small space and there is not call for hot fryers and that kind of equipment."

"We opened the first New Zealand Subway in our Stanley Street Caltex in December 1995. Since then we have developed a further four in Auckland and one in Wellington (opened last month). One will open in Rotorua at the end of May and two more are scheduled for June/July openings."

"Because of the strong characteristics of Subway - quality food made to order, the bread is made on site, it is fresh and healthy - people are coming to value the brand."

"Since our first Subway we have found that brand awareness has grown and therefore you get that multiplication effect. Sales have grown, expectation has grown as well, which is good, and demand has grown."

"In the new Wellington outlet, Basin Reserve, which opened in April, Jeff Tan says he is having trouble keeping up with the exceptional demand."

"I never expected it to take off the way it did. It's a good problem isn't it!", Mr Tan said.

The Subway service station shops are owned and operated by Star Service Station, which runs the Caltex company-owned sites. "Caltex is a Subway franchisee," explains Tan.

At this stage Subway is the only QSR offered by Caltex, but Tan expects the company will explore different options for other sites in the future.

## CHRISTCHURCH NEWS

**NEW STORE OPENS**  
**CHIPMUNKS** a new children's adventure playground has opened in Moorhouse City complex on the top floor. This store is a playground where kids can have fun. They have a variety of softplay games such as Bouncy Castles, slides and a nice place where children can play in a supervised area.



TIME OUT

# TECHNICAL UPDATE

## GTI CLUB - TIMING BELT

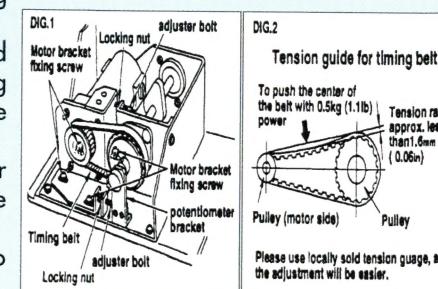
Konami have improved the timing belt on the steering mechanism for GTI Twin. Please read before you replace the timing belt.

When you replace timing belt, make sure the machine is switched OFF, and mains supply is unplugged.

Make sure the time belt is adjusted to the correct tension, otherwise the belt will break after a short period of use.

Please replace timing belt in accordance with the following procedures.

1. Loosen locking nuts and 4 motor bracket fixing screws, then loosen the 2 adjuster bolts.
2. Remove potentiometer bracket, then remove timing belt.
3. Install new timing belt to pulleys.



4. Adjust tension of timing belt using adjuster bolts. Make sure timing belt is fixed properly onto teeth of pulleys. Refer to dig. 2 in order to adjust tension accurately.
5. After timing belt has been adjusted correctly, tighten locking nuts on the adjuster bolts.
6. Fasten 4 motor bracket fixing screws equally, then replace the potentiometer bracket.

Regarding the preparation of these procedures above, please see each "Operators Manual" as below.

### GN688 (GTI Club DX) "Operators Manual"

PN900148

### GM688 (GTI Club TW) "Operators Manual"

PN900152

Belts are available from Coin Cascade.

## BALLY - ATTACK FROM MARS STROBE ALERT

### SUBJECT

Needed to drop a line to alert techs about the Attack From Mars pinball strobe light modification we're doing now before it's too late.

### PROBLEM

The strobe light is very important for high coinage earning on this game. When it fails, the cash box suffers fast.

### T'SHOOTING

First inspection of the defective strobe found 250 Vdc across the strobe tube but no trigger cycling voltage. After finding the high voltage supply PC

board (located behind the playfield), it was obvious that the trigger coil (T1) fine wire leads were broken.

### THE FIX

Sometimes this break occurs at the PC board, other times at or just inside the coil case itself, which requires surgical-style cutting (with a scalpel) of the plastic case. Cut close to the wire stub and then solder a new fine wire extension replacement.

### PM

Then for preventative reoccurring maintenance, we use a silicone seal to attach and shock mount the coil directly to the PC board. Good luck!

# NEW ZEALAND

# N • E • W • Z

## CHRISTCHURCH NEWS CONT ...



### CAR WINNERS AT CHRISTCHURCH CASINO

CHRISTCHURCH Casino has set slot players talking, thanks to a win-a-car jackpot that has so far hit four times in as many weeks. Offering players the chance to win a brand new Audi or BMW the Wheels Jackpot machines (a bank of 15 specially branded IGT Red White and Blue three reel slots) has been in operation since Christmas of last year with the amazing "car-a-week" run taking place throughout April.

### CHRISTCHURCH OFFICE MARKET LAGGING

CHRISTCHURCH'S office market is having trouble attracting new tenants and is lagging well behind both Auckland and Wellington. Christchurch has only 444,000 square metres of office space, but according to Collier Jardine there is little chance of recovery in terms of leasing vacant space. There was a higher demand for design-built office developments in the central business district as well as in development areas like Technological Park, near the Airport and Washington Way, off Moorhouse Ave.

## EXPENSIVE MISTAKE



MasterCard



Cards Welcome

A court in Seattle has ruled that a supermarket chain must pay \$1 million in compensation to a woman falsely accused of shoplifting. A security guard handcuffed the woman after wrongly accusing her of stealing a packet of

shrimps. He then emptied the contents of her handbag on the floor, before escorting her to the checkouts. The court also sentenced the guard, an off duty policeman, to an additional fine of \$4000.

## ECONOMY - GROWTH WILL BE SLOWER

THE NZIER reckons that economic growth will be lower in 1998-99 if the 1998 tax cuts are diverted into a compulsory super scheme.

The economy is not about to embark on a period of economic expansion similar to that of the early to mid-1990s. Paul Stewart - ANZ Chief Economist.

Sorry, but that's the assessment from the Institute of Economic Research (NZIER). It now foresees 2.7% growth (down from 3.3%) for 1997-98.

Perhaps that's another good reason for you to take the item above to heart. Especially as there are also risks in the

current outlook ... They are: A possible current account crisis. Potential changes to Government policy.

But the NZIER also sees a future bright spot ... It's forecasting 4.3% growth for the following year. The delay is put down to deferral of the tax cuts.

Meanwhile, retailers are also anticipating hard times, according to the ANZ Bank. This sector too expects diminished sales growth, along with reduced profit margins. All in all, says the ANZ, "Some businesses (not just retail) are likely to experience conditions tougher than in 1996." Courtesy Main Report.

# MEET THE STAFF ...



**POSITION: GARTH ENNOR  
NATIONAL SALES/MARKETING MANAGER**

**DUTIES:** To develop a national marketing and sales business plan for Coin Cascade and TimeOut. To ensure continued profit improvement programmes which will ensure market leadership in the entertainment industry. To implement national staff training programmes to develop individuals to take ownership in the company they work for, resulting in a more customer service focus.

**INTERESTS:** Rugby - still playing touch in the summer competition. Car racing, follow with interest, F1 to Rally. Golf - the odd game to prune a few trees around the course. Travel - enjoy traveling especially to warmer climates in the winter - running trying to keep fit. Enjoy myself, life is to short not to.

**STATEMENT:** Past experience: South Island Manager for Wattie Foods, Northern Region South Island Sales Manager for DB Breweries.

At present the company is fragmented. We must ensure the development and implementation of a national sales, marketing, financial and production structure to ensure survival and market leadership over the next decade and beyond.

It is important that we as a group, become a national company with the same marketing and business plans being applied in all areas.

As a company lets work hard to achieve our objectives, and have fun in doing this. Do not forget the most important factor for survival and business growth. OUR CUSTOMERS, NEW CUSTOMERS. We have to provide them with professional and superior customer service at all times. Without our customers we don't exist.

**POSITION: SCOTT REYNOLDS  
MARKETING CO-ORDINATOR**

**DUTIES:** TimeOut Magazine, Hitchhikers Guide. In Christchurch TimeOut promotions (implementing, planning and evaluation), and also maintaining our Birthday Club. Marketing our centre to outside corporate organisations for parties.

**INTERESTS:** Sports - keen follower of all sports especially rugby. Having fun and enjoying life. Getting away from the city as often as possible. Drinking fine New Zealand wines.

**STATEMENT:** Following my few years studying at Polytech the chance to work for a national company such as TimeOut was a great opportunity. Hopefully we can all look to the future and TimeOut will be the strong national brand it should be.



## MICROSOFT FOR REAL?

IS PUBLICITY on PC-based games is continuing. "It's going to be the greatest thing to hit coin-op since electricity," yadda-yadda-yadda. Confused? Impatient for results? Join the club. Ten months after Microsoft first broached the PC-based game idea to the industry, there are still no products on the market. Why not?

First, and perhaps most important, it takes at least a year to design a new game.

Naturally, it takes longer if you have to design a new hardware system for it. The process takes longer still, if several companies are approaching it on a basis of unofficial collaboration, rather than a single company controlling an in-house project.

Second, the PC game idea is being carried out by a coalition, not by a solo factory. As such, there is no iron-clad "master plan." (But, there are some guiding principles that all the collaborators have endorsed and are reckoning by.) meantime, the impatient American operator asks: "When can I get my hands on some product?"

Answer: probably by September. And by the time of AMOA Expo, it appears operators will have a selection of PC-based games to buy. They will be sold as CD-ROMs. In some cases, the CD-ROMs will be packaged inside a system cabinet (GreyStone Technology plans to go this route, for instance). Specific titles and release dates, if known, will appear in our news story on this subject, elsewhere in this issue.

Meantime, some fascinating developments are going on behind the

scenes. Big names like Sony are getting involved. One of America's top financial institutions, and one of the world's leading computer manufacturers, are circling the edges of the PC-based video game project with an eye toward moving in a big, dramatic way to make it easy and affordable for operators to get aboard. Why? What's in it for them? Publicity and profit. They think operators provide a better, healthier market than has been portrayed. And, they're willing to put their money where their mouth is.

Traditional manufacturers and distributors have indulged in much behind-the-scenes grumbling about all this. Well, the critics are right about three things. (1) Many of the newcomer "video game makers" are not experienced in coin-op. (2) They will make mistakes. (3) PC-based games probably won't fly, unless there's a blockbuster, powerhouse game at the heart of the program.

But, in defense of the newcomers, there is also much to say. They are at least paying lip-service to the need for a blockbuster hit. The traditional crowd failed to prevent coin-op's four-year recession, so maybe it's time for some new blood. Any innovative program of constructive risk-taking will rack up some mistakes; so what? And, as we've said before: if the basic idea of PC-based games is so fundamentally flawed, then what are the critics afraid of?

By the time of the AMOA Expo in Atlanta, we should know if this whole thing is going to really happen or not. Microsoft and Intel have both reserved major booth space. They (or their allied software publishers) will be taking orders.

## ON YOUR MARK ...

# MEET THE STAFF ...



### POSITION: LOGAN PAUL OPERATIONS MANAGER

**DUTIES:** Overseeing all aspects pertaining to the operation of TimeOut Leisure Centres marketing.

**INTERESTS:** Music, playing guitar, meeting people, socialising, fishing, house renovating (sometimes), technology, water/snow skiing, boating.

**STATEMENT:** I've been involved in this exciting industry for the past six years and witnessed a whole host of changes. One of the most satisfying for me anyway, has been the gradual but markedly growing shift in attitude and perception of the general public towards coin-op and leisure centres in particular.

From this point forward we need to consolidate our position as market leaders and work towards the development of a national identity and marketing approach.

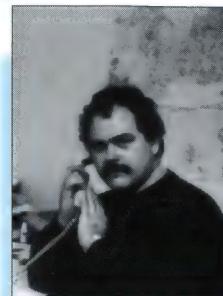


### POSITION: ROBERT BRIGGS CENTRAL NORTH AREA AGENT

**DUTIES:** Central North Island Area Sales Agent. As well as being a sales agent for Coin Cascade, I also run and operate machines throughout the Central North Island. In conjunction with my partners Mike Green & John Wheaton we have in operation pinball/dedicated/video machines.

**INTERESTS:** Water skiing and snow skiing. Boating on the many lakes around Rotorua with my family. I have two children that take up a lot of my spare time. I am the chairman for the local young marriners group and the venturer leader for Lake Rotorua Sea Scouts.

**STATEMENT:** I have seen many changes with the coin-op industry over the past 11 years. All these changes have seen the profile of the industry improve.

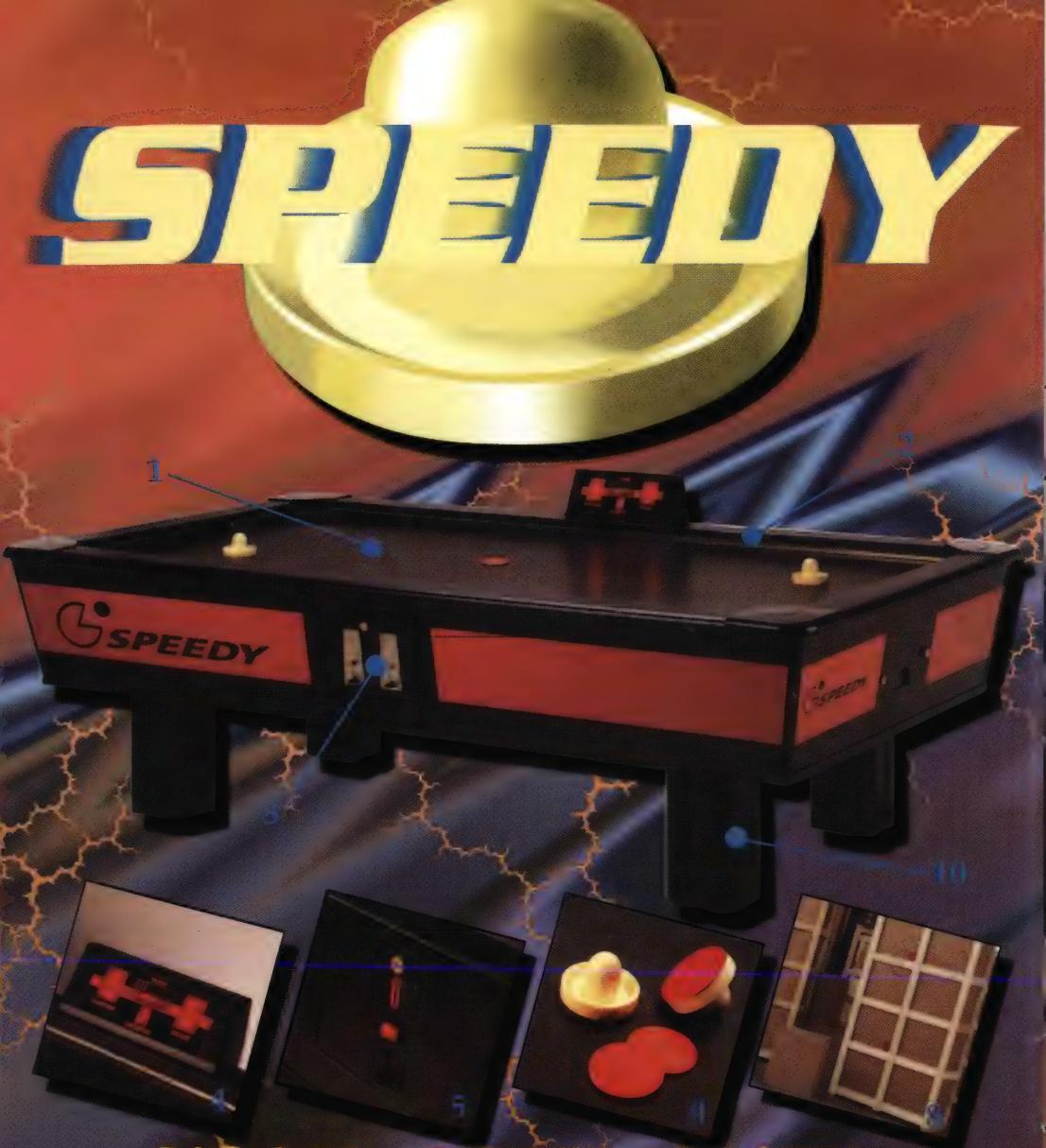


### POSITION: BEVAN FISHER AUCKLAND SALES MANAGER

**DUTIES:** All aspects of sales and warranty service to existing and potential customers.

**INTERESTS:** Ford cars, motor racing, rugby union, surfing the Internet, sales for Coin Cascade Ltd, and interacting with my sales customers and prospective investors in our industry.

**STATEMENT:** Sales and the associated support is a 24 hour 7 day a week job, just like in our industry, and those that work within sales are expected to reflect this in being available to answer questions and help with problems as and when required. Sales is a fantastic career given the diverse range of people that you meet, and the opportunities that our amusement industry offers to those looking "outside the square" for additional income. Last but not least our industry is based on people having FUN and selling FUN means that it is impossible not to have fun in the process.



## BIGGER - BETTER - FASTER UPGRADE NOW!!

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# THE MEANEST\* GAME IN THE WHOLE DARN TOWN



This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

\*Meanest doesn't really mean as in mean. It means mean, as in cool, hip, awesome, the best, etc. The above photo is of a fictional character named Spike. Any resemblance to an actual mean junkyard dog is purely coincidental.

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

## HEIRS TO THE POWER



### NEW FEATURES

#### Vertical Shifting

Lightly tap the lever up to shift deep, down to shift this side. More flex and complex battle can be performed.



#### Motion Capture

Famous fighters play a role in motion capturing to produce realistic movements.



#### Background

All are newly designed. Buildings of the background are constructed by with 3D modeling. More expression of 3D space.

### Character Modeling

All are newly created. With Connected joints of character models by the envelope program, the models are more humanlike than the previous doll like characters.



Specifications PCB: system 12 | Control : 8-direction lever x1, 4 Buttons

# simulation

**SIMULATION** has taken off. In FECs, shopping malls, single sites - even on the back of lorries and, if legend is to be believed, certain discerning nightclubs - Generation X is experiencing the thrills and spills of flight and speed from the comfort of a padded chair.

In theme parks though, it isn't so hot. Yes there are parks the world over into whose portfolio of rides simulation falls, but surprisingly few boast about it and fewer still class it as a must-have attraction.

Maybe long memories recall burnt fingers in the heady days of wraparound screens, where incompatible formats and fly-

by-night firms left investors with obsolete attractions and little return.

Or maybe it's because, compared with a 250ft high 1,500m long, swooping, looping, steel monster of a rollercoaster, simulators - frankly - look a bit tame.

So are park owners judging the book by its cover, or is the simulation industry too complacent when it comes to marketing its product? It's a question that will be answered in the coming months and one which we hope will prove helpful to buyers and sellers alike.

## WORLDWIDE LEISURE GOES PUBLIC ... TARGETS DEDICATED MACHINES

WORLDWIDE Leisure, manufacturer of the Viper XI simulation system, became a public company in April: "...to provide

us with the funds for the marketing strategy we have always wanted", said the UK company's Robin Whincup.

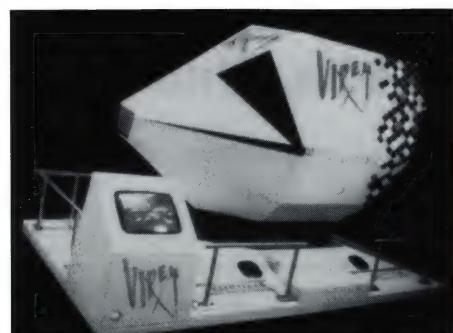
The placement was expected to raise £300,000 (US\$480,000) working capital for the firm, which is looking to expand into more foreign markets with a simulator which it sees as competing with dedicated video games as much as other simulation.

Mr Whincup believes that: "Some systems are over-developed for the market. They use ultra high-end technology which was developed for the aviation industry because it is the only way they know of doing things."

Having cut its teeth on less complex motion systems for attractions such as Rodeo Bull, Mr Whincup believes Worldwide Leisure is well equipped to provide simulation at a price around that of Alpine Racer, Scud Race and the rest. The company has recently completed a distribution deal for the US with the Spirit Design Group, and intends to increase its film library in the near future with a new offering from one of its existing software suppliers. Whether this will be utilised in the XI or a subsequent simulation system is yet to be revealed.

## VENTURER S2

THOMSON'S popular Venturer S2 simulator has found its way into one of the busiest foot-traffic areas in the world. One of the sleek yellow beasts has been installed into LaZer Park, New York's newest entertainment centre which is located in Time Square. As well as simulation, LaZer Park features hi-tech games and of course a laser-tag game, and is reported to be proving popular with tourists and "native New Yorkers" alike.



WORLDWIDE LEISURE'S VIPER XI SIMULATION SYSTEM

# RTS

## UNITED STATES

### DEDICATED

		LONGEVITY
1.	Atari Maximum Force	58
2.	Inc.Tech Tournament 3D Golf	142
3.	Sega Gun Blade NY	438
4.	Namco Time Crisis	727
5.	Dynamo Solitaire Challenge	1292
6.	Midway Rampage World Tour	24
7.	Sega Virtua Fighter 3	101
8.	Sega Virtua Cop 2	737
9.	Midway Killer Instinct 2	305
10.	Sega Virtual On	125

### CONVERSION

1.	Atari San Francisco Rush	237
2.	Midway Cruis'n World	299
3.	Namco Alpine Racer 2	169
4.	Sega Daytona USA	1941
5.	Namco Alpine Surfer	249
6.	Midway Cruis'n USA	1791
7.	Namco Tokyo Wars	82
8.	Konami Wave Shark	136
9.	Namco Alpine Racer	944
10.	ICE Home Run Derby	99

### PINBALLS

1.	Bally Attack from Mars	703
2.	Bally Scared Stiff	349
3.	Williams Junkyard	140
4.	Bally Addams Family	3201
5.	Bally Theatre of Magic	1094



## NEW ZEALAND

### DEDICATED

1.	Atari San Francisco Rush	
2.	Namco Tokyo Wars	
3.	Konami GTI Club	
4.	Williams Cruisin' World	
5.	Sega Daytona	
6.	Namco Alpine Racer 2	
7.	Sega Sega Rally	
8.	Konami Henry Explorers	
9.	Sega Virtua Cop 2	
10.	Sega Scud Race	

### CONVERSION

1.	Namco Tekken 3	
2.	Capcom Street Fighter III	
3.	Capcom Street Fighter EX Plus	
4.	Capcom X-Men vs Street Fighter	
5.	Capcom Street Fighter Alpha	
6.	Namco Tekken 2	
7.	Capcom Vampire Savior	
8.	Sega Virtua Striker	
9.	Williams Rampage World Tour	
10.	Capcom Street Fighter Alpha	

### PINBALLS

1.	Williams NBA Fastbreak	
2.	Bally Scared Stiff	
3.	Williams Junkyard	
4.	Williams Attack From Mars	
5.	Williams Arabian Nights	



# CHA

## AUSTRALIA

### DEDICATED GAMES

1. Namco **Tokyo Wars**
2. Atari **San Francisco Rush**
3. Namco **Alpine Racer II**
4. Konami **GTI Club**
5. Atari **Maximum Force**
6. Sega **Scud DX 50" Twin**
7. Midway **Cruisin' The World**
8. Konami **Winding Heat**
9. Konami **Crypt Killer**
10. Gaelco **Speed Up**

### CONVERSION GAMES

1. Atari **Mace**
2. Namco **Tekken 3**
3. Capcom **Vampire Saviour**
4. Midway **Rampage World Tour**
5. ICE **Police Trainer**
6. Capcom **Street Fighter 3**
7. Namco **Point Blank**
8. Capcom **X-Men vs Street Fighter**
9. Sega **Virtua Fighter 3**
10. Midway **Max Hang Time**

### PINBALLS

1. Bally **NBA Today**
2. Bally **Scared Stiff**
3. Williams **Junkyard**
4. Williams **Arabian Knights**
5. Bally **Attack from Mars**
6. Williams **Johnny Mnemonic**
7. Bally **Theatre of Magic**
8. Bally **No Fear**
9. Bally **Safe Cracker**
10. Williams **Congo**

### REDEMPTION

1. LAI **Turtle Merchandiser**
2. Fun House **Ticket Tac Toe**
3. Jaleco **Spider Stompin'**
4. LAI **Tickee Tickts**
5. LAI **Stadium Basketball**

## JAPAN

### DEDICATED

1. Taito **Go By Train**
2. Sega **The House of The Dead**
3. Namco **Tokyo Wars**
4. Sega **Magical Cyber Power**
5. Sega **Scud Race**
6. Konami **GTI Club**
7. Sega **Virtua Fighter 3**
8. Konami **Hang Pilot**
9. Sega **Touring Car**
10. Konami **Quiz Doremifa Grand Prix 3**

### CONVERSION

1. Namco **Tekken 3**
2. Capcom **Street Fighter 3**
3. Jaleco **vs Mahjong Brand New Star**
4. Namco **Quiz My Angel**
5. Banpresto **Quiz Sailor Moon**
6. Tecmo **Gallop Racer**
7. Sega **Virtua Striker**
8. Capcom **Battle Circuit**
9. Capcom **Street Fighter EX Plus**
10. SNK **Magical Drop 3**

### PINBALLS

1. Capcom **Pinball Magic**
2. Williams **Junkyard**
3. Midway **NBA Fastbreak**
4. Data East **Batman Forever**
5. Data East **Jurassic Park**



TIME OUT

# ATARI GAMES

# 25 YEARS

## OF EXCITEMENT



ATARI GAMES  
HEADQUARTERS

IT is difficult to imagine that 25 years ago, there was no such think as a video game. Most people around the world cannot imagine going into an arcade, corner store or tavern without seeing at least one video game. Back in those days, coin-op consisted of the traditional pinball, pool table, shuffle alley and some redemption games.

Then, Atari hit the scene in the US, and nothing was ever the same again. Although Atari is probably one of the most recognised names in the video game business, the company has endured numerous changes in name, ownership and financial status. Nolan Bushnell, honoured as the 1997 "Man of the Year" at the March ASI trade show in Las Vegas, invented Pong in a garage in northern California in 1972.

The machine was an instant success, and set off an explosive relaxation that is unrivaled in almost any other field. A new international industry brought with it new technology, new challenges and opened up a world of location never before possible. Atari grew instantly

over the next few years, both in the US and abroad. Atari Ireland formed in 1978 to gain a manufacturing and customer service stronghold throughout Europe. Several industry veterans got their start in the coin-op amusement world as young people in this growing venture.

Bushnell sold the company in 1976 to Warner Communications, the giant American entertainment company. By that year Atari had already produced more than 35 different games.

During the early years of Warner's ownership, Atari enjoyed tremendous growth. They launched the home game Video Computer System (VSC) in 1977 and the introduction of the Atari 400/800 home computer line in 1979. The early 1980's saw a downturn in the business. A huge shakeout of operators hit Atari hard, and the company suffered deep economic losses. Warner sold the home game and home computer divisions to Tramiel Technologies in 1984. They operated as Atari, Inc.

Warner kept the coin-op, and in 1985 entered a joint venture with Namco America to restructure the coin-op division. They named it Atari Games Corporation. The combine formed Tengen in 1987 as a wholly owned subsidiary to convert arcade titles for home video games.

Namco America sold all its shares to Atari Games in 1990, making Time Warner the majority share holder. Time Warner Interactive formed in 1994 from the merger of Atari Games, Tengen and Time Warner's CD-ROM developer and publisher. The merger lasted only two

years before WMS Industries acquired the coin-op division of Time Warner Interactive and renamed it Atari Games.

Those two years was the only period of time since the company's beginnings that the Atari name was not present.

Since the WMS purchase Atari has functioned as an independent developer, marketer, licensor and publisher of coin-operated amusement games.

Also, in 1996, Atari Ireland sold their company to Namco Europe Ltd. Atari Games appointed Namco as its UK distribution agent and Brent Leisure, as exclusive representatives in Europe, Africa and the Middle East for the entire Atari product line.

Atari, perhaps more than many other manufacturers, has experienced a roller coaster history. Atari earned enormous profits in the late 1970's and early 1980's. It suffered an economic decline for several years in the 1980's to early 1990's. Now, the company is enjoying renewed success. It is evident that Atari has withstood the test of time.

Atari has been on an upswing from those leaner years. In 1995, they introduced the gun game Area 51 and the redemption/novelty game Hoop It Up. These two hits brought Atari back to the top of the operator charts for the first time in nearly 10 years. As of March 1997, Atari has produced 180 different games. Some of the most famous names in video game history came from the assembly lines of the Atari factory. These include such legendary titles as Pong, Asteroids, Battle Zone, Centipede, Pole Position, Galaga and Tetris. The management at Atari has determined that its success rests upon maintaining top quality in

those types of games where they are the most experienced. President Dan Van Elderen believes that by concentrating their efforts on perfecting their drivers, fighters, gun and sports games, they will maintain their creative edge in the industry. Vice President Mary Fujihara, a 20 year veteran at Atari, is certain that the company is now offering the strongest product line they have ever had in the marketplace.

San Francisco Rush is a driving game that combines heart-pumping action with incomparable levels of 3D driving simulation. Sales project that it will be Atari's all-time best selling driving game.

Maximum Force, released in March, is a gun game with enough superior graphics and intense action to move it to the top of the charts.

The evolution of Atari from a small garage to a giant that is a household word throughout the world is a road that has been filled with ups and downs, successes and failures. Those individuals who have been a part of this can feel proud, they have belonged to one of the legends in the world of leisure entertainment.



TIME OUT

# WHO'S IN CONTROL?

BY LUCY BENNETT



SO you think you're expressing your individuality when you skate into a pool hall and pull out your yo-yo. Wrong. Fads are nothing more than the manipulation of a market, and the need for adolescents to explore their environment, according to a Massey University professor.

Interactive video games are in, pinball is out, Yo-yos are hot, Diablos are not, baggy skaties clothes and narrow boards are yesterday's look fitted clothing and wide boards are back in. Why, you ask? What appears to be our youth expressing their individuality, is actually predictable youth culture.

Roy Shuker, associate professor of education at Massey University, says adolescents are always looking for the next sensation: "There is a body of writing that says adolescents need to explore their environment. Part of this is to go for experiences that are associated with disapproval, the forbidden experience.

"Marketers pick up on these experiences and they become popular. When this happens kids go off them and look for something else," and so another fad is born.

Mathew King of The Boardroom, Wellington's skate mecca, says The Boardroom itself creates fads by importing only a small number of a certain product, creating demand. Fads are born because they are exclusive. Mr King says what is fashionable is dependent on what is going on overseas. "Foreign magazines and videos are a big influence" he says. At the moment, boards are getting wider...again, and baggy clothes have given way

to "baggy fitting" ones. Get your mum to take them in!

On the entertainment front, the once hugely popular pinball has declined to such a degree that only the classics (Twilight Zone, Addams Family) remain. Mike De Ruyter, owner of the Timeout Arcades, says the whole market has changed. He visits overseas shows and consults magazines before testing games in his arcades.

He wants games that appeal to the particular market he tries to attract. Next time you are playing Daytona you might like to consider this.

Pool has always been associated with the sleazy underbelly of city life, but these days everyone is playing it. Damon Lister, manager of the Bristol Hotel, which has nine tables, believes its popularity is due to the invention of Superpool. If you thought you were getting really good at pool, it's because the balls and the pockets are bigger. The game used to be "long and boring", according to Mr Lister, but thanks to Superpool, your game might only last five minutes.

Kerry Cleaver of the Ministry of Juggling says yo-yos are the next big thing, taking over from last year's Diablo. She says Wellington seems to be less driven and more individualistic than Auckland and Christchurch but adds: "Almost every kid has come in to buy a yo-yo since Pro yo launched a big campaign". Miss Cleaver believes fads come in cycles and things like yo-yos become popular because they can be carried around.

So there you are, decide for yourself, are you expressing your individuality or are you merely the subject of pop psychology and good marketing.



TIME OUT

# SAN FRANCISCO RUSH

**THEME** Atari's resurgence into arcade game manufacturing is one of the most exciting developments of the amusement industry recently. The few and far between games from this veteran company have proved to be thus far very high quality. This latest simulator applies the arcade-favorite theme of street racing to the turbulent urban hills and valleys of San Francisco. Four courses of varying difficulty can be chosen, each forming a different route through the city. As with most driving games, Rush requires one or two players to finish the race within the allotted time and ahead of the competitors.

**GRAPHICS** I love the slightly different visual appearance (from their contemporaries) visuals that Atari's recent games sport. The now standard polygon forms and texture-mapped surfaces are of course present, and Atari designers have succeeded in eliminating the dreaded "popup" look of newly-forming scenery once plaguing games of this sort. Furthermore, the polygon count is very high, reducing blockiness and sharp edges. Also, the new visual capabilities of anti-aliasing and fog effects are great. The former trait allows all straight lines and edges to have a "smeared" look, effectively eliminating any pixelization of textures. The example is best seen on the street surface itself, where old tire marks or blackened pavement are visible, and in the impressive car exhaust effect accompanying the start of the race. The latter technique is just as beautiful, witnessed in the

obscure portions of the distant scenery, as well as when passing through smog on a bridge. Other details worthy of mention include the rapidly passing clouds reflecting on each car's rear windshield, the realistic dents and burn marks on the car's body, and the enormous number of hills on each course.

**CONTROLS** Rush may very well have the most recognizable cabinet of any recent simulator. Both single and dual model feature molded frames coloured in a very unusual bright green. The seats have strategically placed speakers behind each ear for music, and underneath the player for engine noise and vibration. Though gimmicky, these extra details make for a game experience that cannot be matched at home. As with every other driver, Rush uses a steering wheel, brake, accelerator, clutch, and stick shift. Furthermore, a music toggle changes tunes during the game, and three-view buttons alter player perspective.



**UNIQUE FEATURES** A few characteristics of Rush allow it to compete and win against other popular driving sims. First of all, incorporating an actual city into a racing game is an impressive technical feat, as well as fun for players knowledgeable with that same city. Likewise, San Francisco is known for its downhill streets and ramp-like intersections, which both play an integral part in each course. The realism of vehicle physics when jumping and the subsequent pull of gravity on each airborne car is commendable despite the impossible heights and mild damage incurred when landing. Each course has multiple hidden detours and ramps which serve to shorten a lap or provide interesting new scenery such as the shortcut through Chinatown. From a visual point-of-view, Rush's graphics feature the smoothest texture yet seen in a driving game. Technically, the placement of speakers heighten the interactivity of the game, and the cabinet colour cannot be missed.

**COMPARISONS** This driving simulator is actually different enough to make comparing it to others a difficult task. Perhaps the closest equivalents are Namco's Ridge Racer series and Rave Racer.

**REPLAY VALUE** The inherent nature of a driving game provides play longevity due to its competitiveness and the random outcome of every race. The inclusion of various styles of race cars and driving difficulties as well as four different courses provide much variety for the player.

TIME OUT

# MACE the Dark Age

**TWO** years in the making, MACE: THE DARK AGE is a powerful 3D piece with a dark and dangerous medieval theme. Built around the same 3Dfx "Voodoo Graphics" chipset which powers SAN FRANCISCO RUSH, players can look forward to a combination of superb character design, awesome graphics and great fighting action.

The mean and moody atmosphere is enhanced by such effects as dynamic lighting and transparency. Personality may well be every bit as important as looks in this politically correct world, but this babe is a real head-turner.

The 25" upright cabinet version was released for shipping at the end of May, with the universal JAMMA compatible kit scheduled to follow two weeks later, and to say that this launch has been eagerly anticipated would be something of an understatement. The games press have reveled in their previews, that throughout the test locations players have responded enthusiastically despite heavy fighting game competition. Significantly for operators, the marriage between performance and price is a harmonious one. Mary Fujihara, Atari's vice president of marketing, is satisfied that the player/operator mix is spot on. "Because of the incredible graphics and accessible play, we



are keeping our pricing very competitive with the current market."

Good news for you, especially when coupled with a wagonload of player benefits. Novices will appreciate the simplicity and accessibility of the controls, while features such as complete 3D character movement, true multi-level playfields with ledges, steps and ramps, and interactive throwable playfield objects will satisfy even the most practiced of pros.



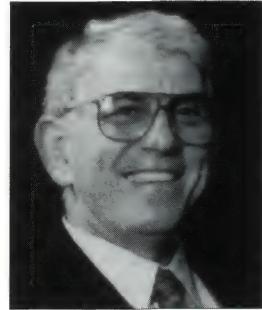
Midway, Atari's parent, have selected MACE as one of their showcase pieces for the forthcoming Atlanta E3 Show. Their Home Entertainment arm have the game scheduled for launch in both Nintendo Ultra 64 and Sony Playstation formats.

On top of all this, the excitement surrounding the game's test performance has resulted in an atmosphere of eager anticipation among players.

The secret characters and spectacular finishing moves are enticing prospects and, as Atari Product Manager Derryl DePriest explains, this hunger for knowledge will be fed with titbits on the Atari Games website (<http://www.atarigames.com.>). "They will find out about them from on-screen teasers and the MACE companion web page, which will also be used as a promotional tool for operators and distributors."

Such information, which bonds players to games, is seen as a vital part of a promotional package developed to support distributors and operators.

So, it's got the lot but will MACE be a winner for Atari in this year of celebration? If I could pick winners, I'd be down at the track. Having said that, all the signs point to MACE taking its place in Atari's successful stable of thoroughbreds.



## WHAT'S WRONG WITH THE INDUSTRY - IT'S THE OPERATOR'S FAULT!

BY MALCOLM STEINBERG

I am currently celebrating my 40th year in this industry and although my direct interests in the business relate mainly to the Australasian region, I have a close relationship with a considerable number of manufacturers, distributors and operators in the United States, UK and Europe.

BY blaming the operators for the industry's problems, I am sure that will create considerable controversy but being controversial is good if it creates debate because only through debate will the industry's problems ultimately be addressed and solved. The basic industry problem in most parts of the world is that income levels from dedicated games are not high enough to support the cost of the game.

So what is it that the operator has done or has failed to do, to create this problem.

### PRICE PER PLAY

BECAUSE game revenue is coin activated, annual incremental price increases to keep abreast of inflation is not possible. It is necessary to go to the next coin denomination which often means a 100% increase in price. Because of this, operators must continue to absorb increased cost until survival becomes the motivating factor to increase the price per play.

I can recall that when I first started visiting the United States in 1970 there was a transition between 10 cents and 25 cents play. Today, some 27 years later, only the newer games are going out on 50 cents play and I would estimate that of the 1 million plus machines in the US market place, at least 80% are still operating on 25 cents.

Some operators will argue that on 25 cents play with a 3 minute game time, a 2 player video game has the capacity to earn \$1,000 per week in a location trading for 100

hours. Some enterprising operators have even started arcades where an admission fee of \$2.00 is charged but all of the games are on 5 cents or 10 cents. I can only assume that these operators believe that increased utilisation will result in increased revenue, even at a lower price.



My 40 years experience tells me that even though a location may be open 100 hours, most of those hours are non productive and there are only limited periods during the week when the location is busy. Of course, utilisation levels will vary according to the overall traffic on individual locations and this will probably vary in the 10-20% range with the average being around 12%. Lowering the price will certainly increase utilisation but operators

must remember that by reducing the price by 50%, they have to increase the utilisation rate by 100% just to stay even. Even if price reduction does increase utilisation rates, it only seems to affect the top games but has little effect on the overall revenue from the location.

Since 1970, inflation in the United States has risen by 311.24% therefore according to the price index based on a 25 cent price in 1970, the current rate should be 78 cents for that market.

It is the operator that determines the price per play and they must accept the responsibility for keeping play pricing abreast with inflation.

Manufacturers do their best by shipping games set at higher pricing levels but many operators than reduce the price in the belief that they must do so in order to stay competitive. Perhaps operators individually don't have enough power to raise prices but through their associations, there should be sufficient information circulated to ensure objective decisions are made at appropriate times.

### THE LOCATION SPLIT

A 50% location split, has almost become a tradition amongst street location operators. Maybe there was a time many years ago when this rate of commission could be justified, but it certainly does not apply today. It is not surprising that operators complain that revenues

# INTERNATIONAL *news*

## MOVES TO BAN INTERNET GAMING?

THE big news in the US Senate is the March 18 introduction, by several senators, of legislation banning all forms of gambling on the Internet. Currently, only computer gaming on sports events is illegal.

The proposed legislation would clearly define bets and wagers, and would also extend the criminal penalties to companies who offer gambling on the Internet. Also, any communications company that is

regulated by the US Federal Communications Commission (FCC) would be required to terminate its services to any companies that offer computer gaming.

The opposing side to the legislation is arguing that it violated the First Amendment of the American Constitution, guaranteeing the right to free speech, especially among adult Internet users.



### TOUCHSCREEN VIDEOS

TOUCHSCREEN videos are now rated as a game of chance in the UK if they contain games which are games of chance. This sounds reasonable until

### AMOA EXPO: SEGA & NAMCO ARE OUT

NAMCO America and Sega GameWorks do not plan to take booths at AMOA International Expo '97 in Atlanta this fall (October 23-25), AMOA Expo Task Force chairman Frank Seminsky has confirmed. "They said AMOA Expo just happens to fall too close to the IAAPA Show this year for them to be able to move their booths and equipment from one to the other, which would be very expensive," Seminsky reported. "They have also said this is a one-time decision and they'll be back next year."

### INDONESIA

A large FEC, hotel and apartments is to be built on Anjer Beach Indonesia, which is approximately a two hour

drive from Jakarta. The project is planned by Pudjiadi Prestige Ltd and will be developed in two stages.

# INTERNATIONAL news

## VILLAGE NINE IN INDIA

**VILLAGE** Nine, which is opening a string of family entertainment centres across Australia, is involved in a deal with movie theatres in India. Priya Village Roadshow has been formed between Priya Exhibitors of Delhi and

Village Roadshow of Australia, an associate company of Village Nine, to build a series of multiplex cinemas across India. Coin machines will obviously figure in the developments.

## CORRECTION: MK4 ARRIVES THIS SUMMER

**WE** goofed. During an April telephone press conference, WMS President Neil Nicastro informed reporters that the factory's much anticipated Mortal Kombat 4 will ship "in the first quarter." He was referring to WMS's fiscal year, not the calendar year, so that means ... it's official ... Midway will ship Mortal Kombat 4 in August of

this year. It will NOT ship in early 1998, as we mistakenly reported last month. Release of the game is timed to coincide with debut of a movie sequel to the first "MK" film. By the way, MK4 will be the first game to use WMS's new "Zeuss" hardware system, which the firm says "provides incredible speed and performance in a 3D environment."

## IGT FIGURES UP

**INTERNATIONAL** Game Technology (IGT) announced figures considerably up for the 6 months to Mar 31, 1997.

Net income in the second quarter was US\$27.7m compared with \$19.4m in the corresponding quarter of last year. Revenues for the quarter increased to \$164.4m from \$160.5m. For the half year net income was \$61.4m compared with \$47m. Revenues for the half year were \$353.8m compared with \$316.8m.

In the quarter the company sold

16,300 machines and for the half-year 40,000, compared with 16,900 and 32,000. There were lower shipments to Nevada and Indian markets, but this was offset by growth in sales to riverboats, Atlantic City and Puerto Rico.

International sales for the second quarter totaled 3,400 machines compared with 3,900. During the second quarter the company sold 600 machines into the Japanese pachisuro market.

## AGE '97 SET FOR SELL-OUT

**SPACE** at the Australasian Gaming Expo, to be held at the Sydney Convention and Exhibition Centre in August, is almost completely sold out.

Half of the total area of the two halls at Darling Harbour will be occupied by exhibitors of gaming machines, including Aristocrat, IGT, Milwell, Olympic, Pacific and Vidco, who will be joined by Bally Gaming,

Konami and VLC, all of which will be showing new machines and technology for the first time at AGE '97. The other areas will be occupied by exhibitors of related products and services for the casino, hotel, licensed club, amusement and entertainment industries. AGE '97 will be held in conjunction with a major industry conference, also at the Sydney Convention and Exhibition Centre.

are too low when they give half of it away to the location owner.

In the operator/location relationship, I have no doubt that the location owner is the big winner. 50% of the profit may have some justification but 50% of the revenue is absurd.

On average today, new dedicated games are struggling to return their original cost in gross revenue in the first 12 months. Let's assume that a \$20,000 machine grosses an estimated \$20,000 in revenue in the first year. From this, the operator pays the location \$10,000 depreciation (33%) takes \$6,700 leaving \$3,300 to cover operating cost and profit. It doesn't take a mathematician to work out that the profit margin at best is minimal.

From the location owner's perspective, the \$10,000 is a windfall. The game on average is going to take around 12 sq feet of space which is probably not going to generate any additional income for the location owner in any case. Even if you allow the rental value of the space, it is not going to exceed \$300 per year. In addition to that, a location owner generally pays the electricity cost which might run on average of about \$100 per year. Of course, the location owner has to give change and keep the machine clean but there are staff employed to do this in any case and without the machine, the location's labour cost would not reduce. But let's be generous and allow another \$200 per year for cleaning and change. This gives the location a total operating cost of around \$600 producing an annual net profit before tax of \$9,400.

There is an old saying in this industry, "How do you know when the location commission rate is too low?" The answer is, "When the location owner buys their own machine". The reality is that location owners are not going to buy their machines because it is far more

profitable to take 50% of the revenue.

So if operators complain that revenue levels are too low relative to the cost of machines, it is not surprising when they give half of their revenue away.

## LOCATION SECURITY OF TENURE

**IN** order to get a return on investment, the operator must be assured that the revenue stream will continue for a reasonable period of time.

Without security of tenure by way of a location contract, the operator is exposed to attacks from competitors, especially if the initial revenue levels are high. The thing that amazes me about this industry is that operators are prepared to invest hundreds of thousands of dollars in equipment for a location without any guarantee of tenure. I know of no other industry that does this.

If you want to rent a car, photocopier or a computer, you sign a rental agreement which guarantees the owner specified income over a certain period. By contrast, the operator is prepared to cut a deal with the location and risk the possibility that a competitor will come along and offer better equipment or a higher commission rate causing the first operator to lose the location.

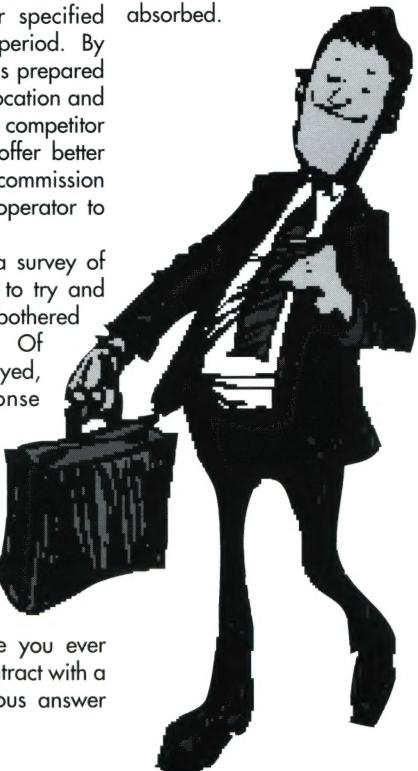
I once organised a survey of operators in Australia to try and find out why they never bothered with location contracts. Of the 24 operators surveyed, the unanimous response was, "location owners won't sign because they know that there are other operators who will supply games without a contract".

The second question on the survey was, "have you ever attempted to sign a contract with a location? The unanimous answer was "No".

## THE LAW OF DIMINISHING RETURNS

If revenues are low, costs have to be cut but if operators start cutting costs to the extent that service and marketing infrastructure declines, then revenues continue to fall. This is the basis of the law of diminishing returns.

If the industry pressures the manufacturers to produce cheaper games then logically, the quality of the games will decline and there will be less money spent on R & D so the earning potential will also decline. I believe that the solution lies in the relationship between the operator and the location owner as far as street locations are concerned and between the operator and landlord when it comes to arcades. More importantly, operators must ensure that the play pricing stays abreast with inflation so that inevitable rising costs can be absorbed.





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# HUGE POTENTIAL



# INTERNATIONAL *news*

## PARALLEL COURT CASE DECIDED IN AUSTRALIA

**PARALLEL** imports have been confirmed as illegal in Australia with the rejection by the courts of an appeal against an earlier decision in favour of Leisure and Allied Industries.

This reconfirmation means that the exclusive rights debate has finally

been settled and operators can now be sure that parallel copies of games like Tekken 3 are illegal and this can be enforced in the courts.

This means that both Australian and NZ courts will enforce copyright against parallel products.

## NBGS WATERS THE PACIFIC RIM



NBGS is currently busy with a surge of new water projects for the Pacific Rim market with several due to open this summer.

Lippo Cikarang, currently being built in Jakarta, Indonesia, takes the theme of a city of the future. NBGS has designed its waterpark called Water Boom and is currently finishing various elements for it. The Japan Plaza Waterpark is a new addition to the Japan Plaza Hotel in Guam. The adult waterpark will receive new slides, pools and a

500ft Master Blaster. And a Master Blaster and other design elements are also on their way to Tamen Tasek Desa, a full-scale waterpark on a lake in Kuala Lumpur.

Port Dickson, a resort hotel project in Country Heights, Malaysia, will feature a small waterpark due to open in December. NBGS designed the park and it is approximately its sixth major project in Malaysia.

The company is also building a number of water play elements for Dino Beach, a new waterpark under construction in Shanghai, China.

## LANDMARK'S FILIPINO CONCEPT



A 50 acre movie based theme park is to open in the Philippines.

Landmark Entertainment has completed the concept design for Movieland - the US\$70m project

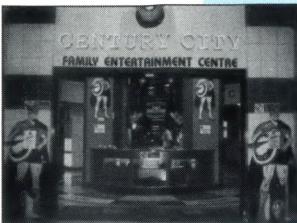
which will be built in the city of Bocaue. The idea behind Movieland is to

create a cross between such parks as Universal Studios and genuine ride-based theme parks, getting away from the studio tour concept in favour of a full immersion into Hollywood. The park will comprise a number of themed areas dedicated to a specific genre of film, reflected by the nature of the rides in that area.

Developer Sta. Lucia Realty will add retail shops and restaurants to complete the themed experience.

# INTERNATIONAL *news*

## SIM ON THE DOUBLE IN DUBLIN



THE first Irish SimEx Virtual Voyages attraction opened in Dublin's Parnell Centre recently, when around 200 guests joined NASA astronaut Richard Linnehan to experience the new film, *Mars*.

*Mars*, says SimEx CEO Michael Needham, is "a blend of scientific fact and speculation." Mr Needham is pleased with the audience's reception to the film, which was produced at a cost of US\$3m

(NZ\$4.47m). SimEx now plans to open several Virtual Voyages attractions in the UK.

Also at the centre are machines from Canadian VR specialist Dynamic Visions. The company is finishing a deal for installations in two Paramount parks in the US and has recently signed a deal with Thrill Seekers, Australia, for the distribution of its product in Australasia and the Pacific Rim.

## BRANSON TO INVEST IN SOUTH AFRICA

THERE'S some new developments on the South African entertainment and leisure front with a planned investment by Virgin tycoon, Richard Branson.

He is planning to open some 30 Megastores in the country, and although these primarily house cinemas, bookshops, cafes etc, this could obviously open the door for the leisure industry in the form of FECs for example.

According to Branson the first Megastore will be opened in about 18 months time with some of the large

complexes costing \$30 million with 500 staff.

At the moment of the 150 Virgin brands which exist worldwide only three so far have arrived in South Africa - Virgin Atlantic Airlines, Virgin Vodka and Storm modeling agency.

Apart from the Megastores Virgin is also looking at launching Virgin colas, V2 record company and a range of financial services and the possible bide for a stake in the privatisation of Sun Air.

## AUSTRALIA'S FIRST INDOOR PARK

DARLING Walk, the entertainment and leisure complex currently under construction in Sydney's Darling Harbour Entertainment Precinct, is to include Australia's first indoor theme park.

Designed by Sydney based park designer, Attractions International, Darling Walk will house Australia's first Segaworld, a multi-million dollar interactive family theme park and over 40 lakeside shops, bars, cafes, and restaurants.

The US\$100m project represents a real revelation, says Graham Kwan, Attractions International's Design director. "For the first time in the industry, rides, games, retail, virtual reality, cafes and restaurants, street theatre, multi-media and water displays will work together to create an entertainment destination."

Darling Walk is a crucial milestone in Darling Harbour's development and is expected to host over half of the 14 million annual visitors to Darling Harbour.

TIME OUT

# INTERNATIONAL *news*

## TRUMP BACKS OUT

DONALD Trump canceled plans on March 27 to sell 51 percent of the Trump Hotel and Casino Resorts Inc to Colony Capital Inc. The deal had been made in December 1996. A financially sound first quarter of 1997 removed the urgency for a cash infusion from Colony. Also, a lawsuit against Trump Hotels by a shareholder - and Colony's refusal to become involved in the legalities created more incentive for the deal to collapse.

Trump has also scrapped plans to expand the Taj Mahal and Trump Castle Casino Resort. Executives said that the 800 room addition project at Taj Mahal was canceled as a protest of the US\$330m state funded tunnel project to the Marina District. Trump Hotels has filed a federal lawsuit in an effort to block the tunnel construction.

The Marina is the site of the proposed Mirage Resort. Steve Wynn and two other developers received the 150 acre tract for free. The site of

a former landfill, Mirage has agreed to assume the responsibility for the environmental cleanup, and to set aside a portion of the new jobs for Atlantic City residents.

The Trump Castle project, a 1,500 room hotel tower, was called off in March. Nicholas Ribis, CEO of Trump Hotels, said that they were not sure how many new hotel rooms Atlantic City could support.

The new convention centre opened on May 1. Atlantic City officials claim they need to double the 10,000 hotel rooms currently available. Ribis said his organisation will reevaluate their decision at the end of the year.

Trump's actions have already had a controversial effect. Billionaire Marvin Davis announced in the Wall Street Journal in early April that he will not pursue his plans for Atlantic City at this time because of the tunnel uproar. Also, one of the tunnel's state funders said he cannot urge his clients to proceed with a US\$60m bond issue as long as litigation is possible.



## ROAD RAGE

COIN-OP specialist Konami manufactures the sleek Road Rage interactive simulation pod, a racing sim for one or two people, one of whom is the dedicated driver, while the other controls a centralised joystick. The game offers sophisticated graphics and realistic 180 degree banking round corners.